

Monday, December 28, 2009

Very Important - please read...

We want to keep you in the loop...

What do you do when Mother Nature delivers another blustery winter?

## Masseys build an even larger snowman!!!

Check out the 30-foot big guy along Mineral Point Road near Blackhawk Church.



*We thought we had seen it all...* given the past two, record-setting snowy winters. For nearly twenty years, like an insurance policy, Massey's commercial and residential snow removal contracts had everyone covered for the season. Prior to, Massey's Landscaping had never generated additional residential invoicing for snow removal beyond the 10 inclusive per contract.

"Until the three-day, 20-inch snow event on December 8-10, I thought I had seen it all. That was the worst storm to date that we have ever had to clear," admits Kenny Massey, partner/owner Massey's Landscaping.



**Due to the weight and depth of the snow**, plow trucks had to take small bites of snow in order to clear the massive amounts that accumulated in driveways and streets. The weight and amount of snow combined with a layer of ice on the pavement beneath, crippled snow plows and prevented them from pushing snow to areas where they previously would have. **It was nearly a no-win scenario. The pelting snow, limited visibility, high winds, plummeting temps and blocked main/city streets added to the impossible conditions.**



Conditions also prevented plow drivers from clearing up close to garage doors. While Masseys place a high value on quality and timely service, **the conditions provided limitations that were beyond equipment and human determination and means.** Client's who prepay for front sidewalk clearing also receive snow blowing/shoveling along the garage doors if needed. The decision to dispatch sidewalk crews at the end of the snow event was based on high winds and pelting snow that would have filled in sidewalks immediately upon clearing. Therefore, it was determined to dispatch crews for one major clearing at the end of the storm. Due to city streets not cleared (see Mayor Dave apologizes for city road conditions on-line @ [host.madison.com/wsj/weather/article](http://host.madison.com/wsj/weather/article)), Massey plow drivers could not reach some driveways. City plows continued to furrow rows of snow, blocking driveways 3 and 4 days following the storm. With the city closed down on Wednesday, December 9th, some residents were at home and able to work at clearing their own driveways/walks before city plows made initial passes through the neighborhoods (which paved the entrance for our plows).

**Staff worked around the clock** for three solid days and continued to clean up and move snow for several days beyond the event. To give you an idea of the magnitude of this storm, a typical 1-3" snow event takes a sidewalk-clearing crew approximately 4-5 hours to complete their route. Some crews were out for 19-hour shifts, hand shoveling and snow blowing walks. Due to the road conditions some staff could not get in to work their shift.



**This type of a snow event for our area is rare**, our contract reads: over 6-inch snow events will be counted as 2. Due to extreme conditions/depth/time/labor, etc., during this three-day, 20-inch snow event (west Madison) it will count as 2.5 of your 10 prepay (residential) clearings. We hope you find this compromise acceptable. In some cases there may be an additional charge for snow removal required by hand or bobcat per your request or required (above & beyond the norm) to move snow to acceptable areas in preparation for upcoming snow events. **To date (12/28) we are at 6.5 clearings. As we approach the 10 clearings provided under your contract, please feel free to contact us at 833-2559 if you wish to make any changes/updates to your snow removal contract.**



**Thank you in advance for your patience and understanding** during these challenging times and circumstances. Massey's Landscaping also wishes to extend an apology to you if we fell short of your expectation of our services during these unusual and hopefully, once-in-a-lifetime conditions. At the close of each snow event, we review, regroup, repair/tune-up equipment and prepare for the next snow fall coming our way.

See fall/winter09 newsletter with winter snow removal policies on-line @ [www.masseyslandscaping.com](http://www.masseyslandscaping.com).